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TOURISM STATISTICS

Draft recommendations on tourism statistics

Report of the World Tourism Organization

SUMMARY

The present report contains draft recommendations on tourism statistics based on the work of the World Tourism Organization (WTO) and other organizations and the resolutions of the International Conference on Travel and Tourism Statistics held in Ottawa in June 1991.

Section I describes the background and development of tourism statistics. Sections II and III cover the concepts and forms of basic tourism units and their definitions, while section IV proposes a classification of tourism demand. On the supply side, section V describes the need for and development of a draft Standard International Classification of Tourism Activities (SICTA) (Provisional ST/ESA/STAT/SER.M/83). Section VI makes some recommendations on tourism expenditure statistics. Section VII describes further work to be accomplished and puts forward a plan of action to implement the recommendations of the Ottawa Conference. Finally, section VIII identifies points for discussion by the Statistical Commission.

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INTRODUCTION

1. At its nineteenth session, the United Nations Statistical Commission approved provisional guidelines on statistics of international tourism. 1/ These were published in 1978 2/ and distributed widely. In approving the guidelines, the Commission emphasized their provisional character and stressed the need for further work in this field by, among others, the World Tourism Organization (WTO).

2. WTO has since been actively involved in improving international as well as domestic tourism statistics and has carried out a number of activities including the preparation of technical handbooks for the international compilation of tourism statistics, the organization of seminars and so on. In so doing WTO has worked closely with the Statistical Division of the United Nations Secretariat and other organizations, in order to ensure consistency and harmonization with concepts and classifications which already exist in related demographic, social and economic fields. Recognizing that, compared with the growth of many industries over the past decade or more, tourism has grown world wide at a rapid rate, Governments, businesses and industries have started to pay great attention and prepare appropriate policies and programmes to address the major changes taking place in various tourism markets.

3. In this context, WTO and the Government of Canada organized an International Conference on Travel and Tourism Statistics in Ottawa from 24 to 28 June 1991, which brought together representatives of Governments, tourism industries, national statistical offices and international and regional organizations to consider the development of reliable tourism statistics. The Conference adopted a resolution which defined the statistical needs of the industry for analysis, market research, industry performance and tourism forecasts. After the Conference, WTO set up a Steering Committee to promote and carry out work programmes for the implementation of Conference resolutions on the improvement of tourism statistics, and to coordinate its work with other international and national institutions.

4. Further, WTO made an oral report to the Statistical Commission at its twenty-sixth session on its ongoing work on tourism statistics, including the convening of the Ottawa Conference in June 1991. 3/ Noting the importance of tourism statistics, the Statistical Commission requested WTO to submit a report to it at its twenty-seventh session. 4/ The present document has therefore been prepared by WTO in collaboration with the Statistical Division of the United Nations Secretariat.

I. DEVELOPMENT AND NEEDS OF TOURISM STATISTICS

A. Background

5. The first step towards the development of international definitions on tourism was taken in 1937 by the Council of the League of Nations, which recommended a definition of "international tourist" for statistical purposes. This was slightly amended by the International Union of Official Travel Organizations (IUOTO) at a meeting held in Dublin in 1950. Finally, in 1953, the United Nations Statistical Commission established the concept of "international visitor".

6. The United Nations Conference on International Travel and Tourism (Rome, 1963) recommended a definition for the terms "visitor", "tourist" and "excursionist" proposed by IUOTO. These definitions were subsequently examined by a United Nations expert group on international travel statistics in 1967 and endorsed by the United Nations Statistical Commission in 1968.

7. The present report has been prepared on the basis of the resolutions adopted by the International Conference on Travel and Tourism Statistics held in Ottawa in June 1991. It also takes into account earlier international work on tourism statistics, particularly the provisional guidelines on statistics of international tourism as approved by the Statistical Commission at its nineteenth session, held in November 1976. 2/ For the present report use has also been made of the guidelines on tourism statistics prepared by the United Nations Conference on Trade and Development (UNCTAD), IUOTO, the United Nations and subsequently by WTO.

8. The development of the set of definitions and classifications included in this report also reflects the work carried out by other international and regional organizations, in particular:

(a) The recommendations on international migrations published by the United Nations in 1980, as well as the fourth edition of the Balance of Payments Manual published by the International Monetary Fund in 1977 and the Revised System of National Accounts of the United Nations (1990);

(b) The cooperation between the Statistical Division of the United Nations Secretariat and the United Nations regional commissions, as well as other regional and supranational organizations, namely the Organisation for Economic Co-operation and Development (OECD), the Statistical Division of the European Communities (EUROSTAT), the Pacific Asia Travel Association (PATA) and the Caribbean Tourism Organization (CTO);

(c) The activities, experience and practices of both developed and developing countries concerning the mobility and characteristics of their residents travelling within the country and abroad.

9. The recommended definitions and classifications set forth in this report have been guided by the following criteria:

(a) Definitions and classifications should be of a world-wide practical application, for both developed and developing countries;

(b) They should emphasize simplicity and clarity;

(c) They should be limited to strictly statistical purposes;

(d) They should be consistent with current international standards and classifications in related areas such as demography, transportation, business, international migration, balance of payments, national accounts etc. to the maximum extent possible;

(e) They should be expressed in simple terms which are measurable within the practical constraints of visitor surveys.

B. The need for tourism statistics

10. Since 1968, when the United Nations Statistical Commission endorsed definitions for international tourism, the development of statistical concepts and frameworks for tourism has not kept pace with the changes in nature and significance of tourism world wide and its potential for future growth. Moreover, the traditional measures of tourism have not kept pace with the increasing economic interdependence of all countries and the reduction of political and economic barriers between them. Meanwhile the requirements for tourism statistics have expanded enormously. Not only do the National Administrations of each country have requirements for specialized tourism data needs, but the same holds true for many interest groups, such as industries, industry associations, local communities and academia. These interest groups have specialized needs for data relating to a wide variety of issues like market analysis, marketing effectiveness, industrial investment, human resource development, policy analysis and issue-oriented advocacy. There is a need to measure tourism both at a destination and en route, as well as the generation of tourism in areas of origin (i.e., the propensity and frequency (or intensity) of travelling for all purposes by resident populations).

11. Some countries and industries have already established a wide and diverse range of tourism data sources, with varying concepts and definitions to meet these needs, while other countries have not yet developed significant statistical systems for tourism. Therefore, the development of a common language for tourism statistics is in this environment indispensable to the work of government statistical offices and the private sector.

II. CONCEPTS AND FORMS OF TOURISM

A. Concepts of tourism

12. This report goes beyond the conception of tourism as being limited to holiday markets to cover the world-wide travel market within the general framework of population mobility.

13. Tourism comprises "the activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes".

14. The use of this broad concept makes it possible to identify tourism between countries as well as tourism within a country. "Tourism" refers to all activities of visitors including both "tourists (overnight visitors)" and "same-day visitors".

B. Forms of tourism

15. In relation to a given country, the following forms of tourism can be distinguished:

(a) Domestic tourism, involving residents of the given country travelling only within this country;

(b) Inbound tourism, involving non-residents travelling in the given country;

(c) Outbound tourism, involving residents travelling in another country.

16. The same forms of tourism may be described by replacing the word "country" with the word "region". In this case these forms of tourism would no longer refer to a country but to a region. The term "region" may refer either to an area within a country or to a group of countries.

17. The three basic forms of tourism set forth in paragraph 15 can be combined in various ways to derive the following categories of tourism:

(a) Internal tourism, which comprises domestic tourism and inbound tourism;

(b) National tourism, which comprises domestic tourism and outbound tourism;

(c) International tourism, which consists of inbound tourism and outbound tourism.

18. The term "domestic" used in the tourism context differs from its use in the national accounts context. "Domestic", in the tourism context, retains its original marketing connotation, that is, it refers to residents travelling within their own country. In the national accounts context it refers to the activities and expenditures of both residents and non-residents travelling within the reference country, that is, both domestic tourism and inbound tourism.

III. BASIC TOURISM UNITS

19. In the present context, basic tourism units refer to the individuals/households which are the subject of tourism activities and can therefore be addressed in surveys as the statistical units (notwithstanding broader or different concepts of statistical unit, e.g., unit of observation, enumeration, classification, analysis). The overall concept of "traveller" refers to "any person on a trip between two or more countries or between two or more localities within his/her country of usual residence".

20. An international traveller is defined as "any person on a trip outside his/her own country of residence (irrespective of the purpose of travel and means of transport used, and even though s/he may be travelling on foot)".

21. A domestic traveller is defined as "any person on a trip within his/her own country of residence (irrespective of the purpose of travel and means of transport used, and even though s/he may be travelling on foot)".

22. These concepts do not correspond to those of passenger in transport statistics, since the latter usually exclude crew members as well as non-revenue or low revenue passengers.

23. A distinction is made between two broad types of travellers: "visitors" and "other travellers". All types of travellers engaged in tourism are described as visitors. Therefore the term "visitor" represents the basic concept for the whole system of tourism statistics. The term "visitor" is further divided into two categories: "tourists (overnight visitors)" and "same-day visitors".

A. Visitor

24. For purposes of tourism statistics, the term "visitor" describes "any person travelling to a place other than that of his/her usual environment for less than 12 months and whose main purpose of trip is other than the exercise of an activity remunerated from within the place visited".

25. The three fundamental criteria that appear sufficient to distinguish visitors from other travellers are as follows:

(a) The trip should be to a place other than that of the usual environment, which would exclude more or less regular trips between the place in which the person carries out his/her work or study and the place in which s/he has his/her domicile;

(b) The stay in the place visited should not last more than 12 consecutive months, beyond which the visitor would become a resident of that place (from the statistical standpoint);

(c) The main purpose of the visit should be other than the exercise of an activity remunerated from within the place visited, which would exclude migratory movements for work purposes.

B. Usual environment of a person

26. The main purpose of introducing the concept "usual environment" is to exclude from the concept of "visitor" persons commuting every day or week between their home and place of work or study, or other places frequently visited. The definition of usual environment is therefore based on the following criteria:

(a) Minimum distance travelled to consider a person a visitor;

(b) Minimum duration of absence from usual place of residence;

(c) Minimum change between localities or administrative territories.

C. Usual residence

27. The country of usual residence is one of the key criteria for determining whether a person arriving in a country is a visitor or other traveller, and if a visitor, whether s/he is a national or overseas resident. The underlying concept in the classification of international visitors by place of origin is the country of residence, not their nationality. Foreign nationals residing in a country are assimilated with other residents for the purpose of domestic and outbound tourism statistics. Nationals of a country residing abroad who return to their home country on a temporary visit are included with non-resident visitors, though it may be desirable to distinguish them in some studies.

D. Resident in a country

28. For purposes of international tourism statistics "a person is considered to be a resident in a country if the person:

"(a) Has lived for most of the past year (12 months) in that country, or

"(b) Has lived in that country for a shorter period and intends to return within 12 months to live in that country".

E. Resident in a place

29. In parallel with the definition of the previous paragraph, for purposes of statistics on domestic tourism "a person is considered to be a resident in a place if the person:

"(a) Has lived for most of the past year (12 months) in that place, or

"(b) Has lived in that place for a shorter period and intends to return within 12 months to live in that place."

F. Nationality

30. The nationality of a traveller is that of the "government issuing his/her passport (or other identification document), even if s/he normally resides in another country".

31. Nationality is indicated in the person's passport (or other identification document), while country of usual residence has to be determined by means of a question. None the less, a traveller is considered either an international or domestic visitor on the basis of his/her residence, not his/her nationality.

G. Visitors according to forms of tourism

32. For the purpose of tourism statistics and in conformity with the basic forms of tourism, visitors should be classified as:

(a) International visitors

(i) Tourists (overnight visitors)

(ii) Same-day visitors

(b) Domestic visitors

(i) Tourists (overnight visitors)

(ii) Same-day visitors.

33. For statistical purposes, the term "international visitor" describes "any person who travels to a country other than that in which s/he has his/her usual residence but outside his/her usual environment for a period not exceeding 12 months and whose main purpose of visit is other than the exercise of an activity remunerated from within the country visited".

34. International visitors include:

(a) Tourists (overnight visitors): "a visitor who stays at least one night in a collective or private accommodation in the country visited";

(b) Same-day visitors: "a visitor who does not spend the night in a collective or private accommodation in the country visited".

35. The following categories of travellers should not be included in international visitor arrivals and departures:

(a) Persons entering or leaving a country as migrants, including dependants accompanying or joining them;

(b) Persons, known as border workers, residing near the border in one country and working in another;

(c) Diplomats, consular officers and members of the armed forces when travelling from their country of origin to the country of their assignment or vice versa, including household servants and dependants accompanying or joining them;

(d) Persons travelling as refugees or nomads;

(e) Persons in transit who do not formally enter the country through passport control, such as air transit passengers who remain for a short period in a designated area of the air terminal or ship passengers who are not permitted to disembark. This category would include passengers transferred directly between airports or other terminals. Other passengers in transit through a country are classified as visitors.

36. For statistical purposes, the term "domestic visitor" describes "any person residing in a country, who travels to a place within the country, outside his/her usual environment for a period not exceeding 12 months and whose main purpose of visit is other than the exercise of an activity remunerated from within the place visited".

37. Domestic visitors comprise:

(a) Tourists (overnight visitors): "a visitor who stays at least one night in a collective or private accommodation in the place visited";

(b) Same-day visitors: "a visitor who does not spend the night in a collective or private accommodation in the place visited".

38. The following categories of trips should not be included in domestic visitor arrivals and departures:

(a) Residents travelling to another place within the country with the intention of setting up their usual residence in that place;

(b) Persons who travel to another place within the country to exercise an activity remunerated from within the place visited;

(c) Persons who travel to work temporarily in institutions within the country;

(d) Persons who travel regularly or frequently between neighbouring localities to work or study;

(e) Nomads and persons without fixed residence;

(f) Armed forces on manoeuvre.

H. Same-day travel

39. In many industrialized countries and in a growing number of third world countries, same-day visits are growing in importance as a part of tourism. Day visits are important to consumers and to many providers, especially tourist attractions, transport operators and caterers. There are demands for information at the regional level, for local administrative areas, for individual sites and for investment decisions of private firms.

40. It is therefore recommended that the overall concept for same-day visits should be similar to that for tourism, that is, "a break away from the usual environment". Business trips and other non-leisure and holiday trips of a non-routine nature should be included in the concept of same-day visits and identified separately from leisure and holiday same-day trips.

41. For statistical purposes, the term "international same-day visitor" describes an international visitor who does not spend the night in a collective or private accommodation in the country visited. This definition includes:

(a) Cruise passengers who arrive in a country on a cruise ship and return to the ship each night to sleep on board even though the ship remains in port for several days. Also included in this group are, by extension, owners or passengers of yachts and passengers on a group tour accommodated in a train;

(b) Crew members who do not spend the night in the country of destination; this group also includes crews of warships on a courtesy visit to a port in the country of destination, and who spend the night on board ship and not at the destination.

42. For statistical purposes, the term "domestic same-day visitor" describes "a domestic visitor who does not spend the night in a collective or private accommodation in the place visited".

I. Same-day visits classified by place of departure

43. There are various types of same-day visits based on the place of departure, each of which should be clearly distinguished for the purpose of tourism statistics:

(a) Round-trip starting from the place of usual residence;

(b) Round-trip from the place of the second residence, or from the place visited by a tourist, regardless of the purpose;

(c) During the course of a trip, regardless of purpose:

Stopover on a trip by air;

Stopover on a trip by sea (cruise or other trips where the passenger spends the night aboard ship);

Stopover on a trip by land at any place, but not involving an overnight stay.

44. Only same-day visits listed under (a) above can be identified separately by household sample surveys. The remaining forms can be covered only as part of the whole trip, since there would exist the risk of counting trips and expenditure twice.

IV. CLASSIFICATIONS OF TOURISM DEMAND

45. The aim is to propose some draft standard classifications to enhance international comparability and for gradual universal application, and to ensure that such classifications can be applied equally, so far as possible, and with slight adjustments, to international and domestic tourism.

46. The terms "trip" or "visit" describe any travel to a place outside one's usual environment. They refer to the activities that visitors undertake from their place of usual residence, from the moment they leave until they return.

A. Purpose of visit

47. Information on the purpose of visit is needed to identify behavioural consumption and expenditure patterns of the visitor. It is recommended to collect data on the main purpose of visit, defined as "the purpose in the absence of which the trip would not have taken place". For many purposes, the secondary purpose is also important and worth including in a survey, for example, combined leisure and business, combined visiting friends and relatives and recreation to obtain the demand for specific services.

Classification

48. A classification of main purpose of visit (or trip) by major groups is recommended below. It elaborates on a classification proposed by the United Nations in 1979 in its Provisional Guidelines on Statistics of International Tourism. 2/ This classification, which can be used for international and domestic tourism, is designed to measure the key segments of tourism demand for planning, marketing and promotion purposes.

CLASSIFICATION OF PURPOSE OF VISIT (OR TRIP) BY MAJOR GROUPS FOR INBOUND, OUTBOUND AND DOMESTIC TOURISM

Major groups

1. Leisure, recreation and holidays
2. Visiting friends and relatives
3. Business and professional
4. Health treatment
5. Religion/pilgrimages
6. Other

49. For information and guidance to countries, the following types of activities are included under each of the major groups:

1. Leisure, recreation and holidays: sight-seeing, shopping, attending sporting and cultural events, recreation and cultural activities, non-professional active sports, trekking and mountaineering, use of beaches, cruises, gambling, rest and recreation for armed forces, summer camp, honeymooning etc.;

2. Visiting friends and relatives: visits to relatives or friends, home leave, attending funerals, care of invalids;

3. Business and professional: installing equipment, inspection, purchases, sales for foreign enterprises; attending meetings, conferences or congresses, trade fairs and exhibitions; employer incentive tours; giving lectures or concerts; programming tourist travel, contracting of accommodation and transport, working as guides and other tourism professionals; participation in professional sports activities; government missions, including diplomatic, military or international organization personnel, except when stationed on duty in the country visited; paid study, education and research, such as university sabbatical leave; language, professional or other special courses in connection with and supported by visitor's business or profession;

4. Health treatment: spas, fitness, thalassotherapy, health resorts and other treatments and cures;

5. Religion/pilgrimages: attending religious events, pilgrimages;

6. Other: aircraft and ship crews on public carriers, transit, and other or unknown activities.

50. In a given country, one or more of these activities may be sufficiently important to identify separately at a second level of this classification, which may be developed for national purposes.

B. Duration of stay or trip

51. The duration of stay or of trip is a very important statistical datum since, besides being the most significant measure of the volume of tourism of any kind, it is instrumental in establishing the maximum limit beyond which the visit is no longer considered a tourism visit (one year) and in distinguishing between tourists and same-day visitors.

52. The duration of stay or of trip is also useful, albeit indirectly, for assessing tourism expenditure, especially if the average duration is calculated for homogeneous groups of visitors or trips.

1. Duration of visit (stay or trip)

53. The duration of a visit (stay or trip) is measured in the following units: "the number of hours for same-day visits, and nights for staying visits. For international tourism the duration is measured either in terms of time spent in the receiving country for inbound tourism, or time away from the usual residence for outbound tourism".

54. The "duration of stay" is the measurement used from the standpoint of the receiving country or place, whereas the "duration of trip" is, logically, the measure used by the generating country or place.

2. Classification of duration of stay or trip

55. For classifying tourism trips in general and leisure and holiday trips in particular, the duration of the stay or of the trip is an interesting statistical variable. Computer technology now makes it economically feasible to manipulate large databases and report on stays of varying duration depending on the analytic need. To classify tourism trips, the following intervals are therefore proposed:

CLASSIFICATION BY DURATION OF STAY OR TRIP

(Number of nights)

Major groups		Minor groups
0.	Same-day visitors	0
1.	Tourists	
	1. From 1 to 3	
	2. From 4 to 7	
	3. From 8 to 28	3.1. From 8 to 14
		3.2. From 15 to 28
	4. From 29 to 91	4.1. From 29 to 42
		4.2. From 43 to 56
		4.3. From 57 to 70
		4.4. From 71 to 91
	5. From 92 to 365	5.1. From 92 to 182
		5.2. From 183 to 365

C. Origin and destination of trip

56. For inbound tourism, it is essential to classify visitors by country of residence rather than by nationality. It is in the country of usual residence that the decision to travel is taken and where the trip begins. The country of usual residence is also a criterion for determining whether a person arriving in a country is a visitor or not, and if a visitor, whether s/he is a national or overseas resident.

57. The same classification of countries and territories should be used for deciding residence and outbound destination.

58. For international visitors, it may be of interest to collect data on country of nationality in addition to country of residence. The nationality is often of value for market research purposes.

59. With the advent of computers, it is possible to report tourism data by country of residence (or nationality), coded in the maximum detail established by the reporting country or area. The various geographical aggregations can be derived depending on the analytical purpose.

60. The "United Nations standard country or area codes for statistical use", once revised by the Statistical Division of the United Nations Secretariat and published, could serve as a guide for the development of a classification of countries and areas for tourism statistics.

D. Classification according to area of residence or destination within countries

61. Each country should develop a classification system of important destination cities or resorts, as well as regions within the country, for tourism statistics, as data on tourism are of particular interest at the small area level. In some countries, the National Statistical Division will have developed a standard national classification of administrative regions which is used for many statistical collections. Alternatively, the National Tourism Administration may have developed a classification of tourism destination regions. Where possible, for statistical purposes, the tourism regions should be defined in terms of groups of the smallest administrative area categories, to enable comparison or linkage of tourism data with such other collections as the population census and labour force statistics.

E. Means of transport

62. All countries should classify the statistical results of tourism according to the means of transport used, because it has a strong bearing on visitor behaviour and expenditure and, for international tourism in particular, this information is important for planning the national transport system.

Definition and classification of means of transport

63. For tourism statistics, "the means of transport refers to the means used by a visitor to travel from his/her place of usual residence to the places visited".

64. A classification of means of transport used by the visitors is suggested below. It elaborates on a classification proposed by the United Nations in 1979 in its Provisional Guidelines on Statistics of International Tourism. 2/

65. This classification, which can be used for both international and domestic tourism, consists of two levels: the first level (major groups) with three positions refers to the transport route, and the second level (minor groups) with eleven positions specifies each means of transport.

66. There is an increasing need for information about flows and traffic on a multimodal basis (e.g., taxi to station, train to airport, bus to hotel, fly and cruise, air and rented car). One possible approach might be to record the main mode of transport (by time) and then any minor modes.

DRAFT STANDARD CLASSIFICATION OF MEANS OF TRANSPORT

Major groups	Minor groups	
1. AIR	1.1.	Scheduled flights
	1.2.	Non-scheduled flights
	1.3.	Other services
2. WATERWAY	2.1.	Passenger lines and ferries
	2.2.	Cruise
	2.3.	Other
3. LAND	3.1.	Railway
	3.2.	Motor coach or bus and other public road transport
	3.3.	Private vehicles (with capacity for up to eight persons)
	3.4.	Vehicle rental
	3.5.	Other means of land transport

F. Tourism accommodation

67. It is obviously useful to classify tourism accommodation into relatively homogeneous groups and several criteria exist for this purpose. This classification will facilitate the collection of data on means of accommodation and persons accommodated and help present the findings in such a way that they yield the most useful information on this economic activity.

1. Definitions of tourism accommodation

68. There is no universally accepted definition of "tourism accommodation", but it may be regarded as "any facility that regularly (or occasionally) provides overnight accommodation for tourists".

69. Tourism accommodation has been divided into two main groups:

Collective tourism establishments;

Private tourism accommodation.

2. Collective tourism establishments

70. The accommodation establishment conforms to the general definition for the establishment or local unit as production unit. It will be regarded as such for the purposes of tourism statistics, irrespective of whether the accommodation of tourists is the main or a secondary activity.

71. Collective tourism establishments can be described as follows: "The accommodation establishment provides overnight lodging for the traveller in a room or some other unit, but the number of places it provides must be greater than a specified minimum for groups of persons exceeding a single family unit and all the places in the establishment must come under a common commercial-type management, even if it is non-profit-making".

72. In accordance with the United Nations Principles and Recommendations for Population and Housing Censuses, 5/ "collective living quarters include structurally separate and independent places of abode intended for habitation by large groups of individuals or several households and occupied at the time of the census".

73. Collective tourism establishments include hotels and similar establishments, specialized establishments and other collective establishments defined as follows:

(a) Hotels and similar establishments are typified as being arranged in rooms, in number exceeding a specified minimum; as coming under a common management; as providing certain services, including room service, daily bed-making and cleaning of sanitary facilities; as grouped in classes and

categories according to the facilities and services provided; and as not falling into the category of specialized establishments.

(b) Specialized establishments and other collective establishments are any establishments intended for tourists, which may be non-profit making, coming under a common management, providing minimum common services (not including daily bed-making) and not being arranged in rooms but perhaps in dwelling-type units, campsites or collective dormitories and often engaging in some activity besides the provision of accommodation, such as health care, social welfare and transport.

74. The definition of minimum capacity is left to each country, but must be determined in such a way that a reasonably representative picture can be obtained of the overnight stays in hotels and similar establishments. Therefore, the total number of accommodation establishments covered should represent at least 95 per cent of the total overnight stays in hotels and similar establishments.

3. Private tourism accommodation

75. Private tourism accommodation does not belong to the division of collective tourism establishments. Under this heading come the remaining types of tourist accommodation of a specific nature that do not conform to the definition of "establishment" and form a separate group in the classification.

76. Private tourism accommodation provides a limited number of places for rent or without charge. Each accommodation unit (room, dwelling) is then independent and is occupied by tourists, usually by week, fortnight or month or by its owners as a second or holiday home.

77. In accordance with the United Nations Principles and Recommendations for Population and Housing Censuses, 5/ "a housing unit is a separate and independent place of abode intended for habitation by one household ... at the time of the census or other inquiry".

4. Classification of tourism accommodation

78. The classification of accommodation establishments proposed for statistical purposes is given below and the description of the unit groups is contained in the annex.

DRAFT STANDARD CLASSIFICATION OF TOURISM ACCOMMODATION

Major groups	Minor groups	Unit groups
1. COLLECTIVE TOURISM ESTABLISHMENTS	1.1. HOTEL AND SIMILAR ESTABLISHMENTS	1.1.1. Hotels 1.1.2. Similar establishments
	1.2. SPECIALIZED ESTABLISHMENTS	1.2.1. Health establishments 1.2.2. Work and holiday camps 1.2.3. Means of passenger transport 1.2.4. Conference centres
	1.3. OTHER COLLECTIVE ESTABLISHMENTS	1.3.1. Holiday dwellings 1.3.2. Tourist campsites 1.3.3. Other collective establishments
2. PRIVATE TOURISM ACCOMMODATION	2.1. PRIVATE TOURISM ACCOMMODATION	2.1.1. Owned dwellings 2.1.2. Rented rooms in family homes 2.1.3. Dwellings rented from private individuals or professional agencies 2.1.4. Accommodation provided without charge by relatives or friends 2.1.5. Other private accommodation

79. The designation of accommodation means in each group may of course vary from country to country, and some types of accommodation that exist in one country may be wholly unknown in other countries. The classification is however meant to be exhaustive, so that a specific means of accommodation may

be assigned to a minor group or at least a major group and so have a generic title and conform to a descriptive or concise definition. Countries may adapt this classification to the structure of their supply of tourism accommodation without detracting from its international comparability.

V. CLASSIFICATIONS OF TOURISM SUPPLY

80. While tourism cannot abandon the demand-side definition of its scope, it must seek to more clearly delineate a supply-based conceptual structure for its activities, because that is the source of most national economic statistics. Properly incorporated into the supply-based statistical structure, tourism's relationships to other economic sectors and its proper importance relative to other sectors can be recognized. A central element in the undertaking is the delineation of a Standard International Classification of Tourism Activities (SICTA), which is before the Commission at its present session in document PROVISIONAL ST/ESA/STAT/SER.M/83.

81. As part of the statistical infrastructure, a Standard International Classification of Tourism Activities (SICTA) should have as its overall goal:

> To provide the fundamental conceptual structure to guide the development of a consistent, comprehensive and objective system for producing, organizing and reporting statistical information regarding tourism.

The specific objectives of a SICTA should be:

> To foster a more comprehensive statistical representation of tourism;
>
> To guide the development of national accounts reporting tourism towards more valid and meaningful categorization of tourism-related economic activities;
>
> To provide a framework for greater compatibility among national and multinational tourism statistics;
>
> To provide tourism professionals with better knowledge of tourism products, services, markets and industry conditions;
>
> To provide statistical linkage between the supply side of tourism (services provided/revenues/costs) and the demand side (expenditures/needs/preferences);
>
> To permit clearer assessment of balance of payments conditions and tourism's contributions to international trade flows.

82. A classification of tourism activities based on economic activity provides a "supply-side" structure for categorization that to be useful must at some level be consistent with, and permit the identification of, the main activities or products that comprise tourism, as traditionally identified from the demand side.

83. Often when national statistical reporting systems are being designed very practical, and even mundane factors control that design. National and international economic statistical reporting is almost always keyed to SIC-type structures at 2-, 3- or 4-digit level reporting. Lack of adequate detail often causes summarization of data at levels of aggregation in which tourism may be completely submerged in other broader categories. Within statistical agencies, supply-oriented surveys, for example surveys of establishments, are usually selected and structured around available SIC categories. Areas not discretely identified or clearly included or excluded in these categories may not be properly treated within the statistical system.

84. To be effective SICTA has been fully embedded in existing world classifications. It must be able to guide these classifications to produce better general statistical information of value to world tourism. All relevant definitions and criteria for selecting and defining economic activity categories developed by the Statistical Division of the United Nations Secretariat for the revised International Standard Industrial Classification of All Economic Activities (ISIC, Rev.3) have been adopted by SICTA. The ISIC code structure, typology and nomenclature have been adopted as the basic framework for identifying, describing and locating new categories. The Central Product Classification (CPC) system has also been used, primarily as a guide to possible class and sub-class categories. A full product and service code complement to SICTA is certainly feasible.

85. The recent revisions to SICTA reflect the intention to assure compatibility with important world classification systems, particularly the General Industrial Classification of Economic Activities within the European Communities (NACE). As requested in the Ottawa resolutions, WTO has sought and received comments on SICTA. It has discussed these comments in a number of venues and has acted to modify SICTA to make it as broadly representative as possible without compromising its fundamental structure. This process has succeeded in establishing full compatibility of SICTA with NACE, making it more responsive to user needs and therefore more valuable to those with important tourism interests in the world community.

VI. STATISTICS ON TOURISM EXPENDITURE

86. Statistics on tourism expenditure are one of the most important indicators required by policy makers, planning officials, marketers and researchers. They are used for monitoring and assessing the impact of tourism on the national economy and on the various sectors of the industry.

A. Tourism expenditure

87. The definition of expenditure is closely linked to that of tourism consumption. For the collection of data and their subsequent incorporation into the system of national accounts, it is recommended that tourism consumption be defined as "the value of goods and services used by or for tourism units (visitors)".

88. Tourism consumption, except when it corresponds to the intermediate consumption of enterprises, will thus conform to the concept of "final consumption" in the system of national accounts, regardless of type of consumer.

89. Tourism expenditure is thus defined as "the total consumption expenditure made by a visitor or on behalf of a visitor for and during his/her trip and stay at destination".

90. The concept of tourism expenditure encompasses a wide variety of items, ranging from the purchase of consumer goods and services inherent in travel and stays to the purchase of small durable goods for personal use, souvenirs and gifts for family and friends.

B. Expenditure which should be excluded

91. There are some outlays or acquisitions which should be excluded from tourism expenditure:

(a) Purchases for commercial purposes, that is, resale, made by any category of visitor and purchases made on behalf of their employer by visitors on business trips;

(b) Capital type investments or transactions engaged in by visitors, such as land, housing, real estate, works of art and other important acquisitions (such as cars, caravans, boats, second houses) even though they may be used in the future for tourist travel purposes;

(c) Cash given to relatives or friends during a holiday trip which does not represent payment of tourism goods or services, as well as donations made to institutions.

C. The when and where of tourism expenditure

92. The various components making up tourist expenditure can be divided into three large groups, depending on whether these expenses are made in preparation for the trip (thus being classified by purpose) or during the trip (thus being classified by location), or after the trip. In other words:

(a) Advance outlays necessary for the preparation and undertaking of the trip;

(b) Expenses arising when travelling and at the places visited;

(c) Travel related outlays made in the country of origin when returning from a trip abroad.

D. International tourism payments

93. In dealing with international tourism, the visitor's expenditure is a receipt for the receiving country and an expenditure for the generating country.

E. Receipts in foreign exchange generated by inbound tourism

94. International tourism receipts are defined as "expenditures of international inbound visitors including their payments to national carriers for international transport. They should also include any other prepayments made for goods/services received in the destination country. They should in practice also include receipts from same-day visitors, except in cases when these are so important as to justify a separate classification. It is also recommended that, for the sake of consistency with the Balance of Payments recommendations of the International Monetary Fund, international fare receipts be classified separately".

95. International fare receipts are defined as "any payment made to carriers registered in the compiling country of sums owed by non-resident visitors, whether or not travelling to that country". This category corresponds to "Other transportation, passenger services, credits" in the standard reporting form of the International Monetary Fund.

F. Expenditure in foreign currency generated by outbound tourism

96. International tourism expenditures are defined as "expenditures of outbound visitors in other countries including their payments to foreign carriers for international transport. They should in practice also include expenditures of residents travelling abroad as same-day visitors, except in cases when these are so important as to justify a separate classification. It is also recommended that, for the sake of consistency with the Balance of Payments recommendations of the International Monetary Fund, international fare expenditures be classified separately".

97. International fare expenditures are defined as "any payment made to carriers registered abroad by any person resident in the compiling country". This category corresponds to "Other transportation, passenger services, debits" in the standard reporting form of the International Monetary Fund.

G. Domestic tourism expenditure

98. Domestic tourism expenditure is the "expenditure incurred as a direct result of resident visitors travelling within their country of residence".

H. Classification of tourism expenditure

99. It would be desirable to break down tourism consumption expenditure according to the following main categories:

1. Package travel, package holidays and package tours
2. Accommodation
3. Food and drinks
4. Transport
5. Recreation, culture and sporting activities
6. Shopping
7. Other

VII. FURTHER WORK TO BE CARRIED OUT BY WTO IN COOPERATION WITH OTHER ORGANIZATIONS

A. Further work

100. The World Tourism Organization and the other participants in the Ottawa Conference recognized the evolving and interdependent nature of international, national and industry statistical systems in general, as well as the evolving nature of tourism in particular, as a demand that responds to changes in both taste and technology.

101. The Conference participants thus recognized the need for continuing review, refinement and revision of proposed and existing concepts, definitions and procedures.

102. The Conference recommended that the concept of a satellite accounting system which derives its main aggregates and basic concepts from the United Nations System of National Accounts be supported and that countries introduce such accounting systems into their analytic base for tourism data on an incremental basis, as resources become available and the demand for this type of information is realized. The Conference considered that for the implementation of the system the OECD Manual could provide a useful and practical starting point.

103. The Conference also recommended the development of a system of industry performance indicators which would help to measure trends and forecasts of the industry world wide, improve marketing efficiency and maximize tourism contribution to national benefits. Although some industry related systems have already been developed, they are often neither coordinated nor comprehensive.

104. Further work in these areas will necessitate the development of coordinated statistical surveys of both tourism demand and supply and the use of new sources and instruments of data collection that can provide more meaningful, timely and comparable information to Governments and the tourism industry.

B. Plan of action

105. The World Tourism Organization has established a Steering Committee composed of representatives of Governments, international organizations and the tourism industry to carry out a concrete work programme for the implementation of the recommendations of the Ottawa Conference.

106. With the guidance of the Steering Committee, WTO will:

(a) Coordinate its activities with those of other international institutions, mainly regional, for the implementation of the Conference recommendations;

(b) Develop a series of technical manuals and guidelines to assist countries in implementing the recommendations;

(c) Conduct a series of workshops and technical meetings at the regional level to assist countries in implementing the recommendations in accordance with their specific requirements;

(d) Act as an adviser, clearing-house and coordinator to:

(i) Further develop harmonized statistical bases for tourism, and refine and implement the recommended classification systems and economic accounting frameworks for tourism;

(ii) Identify training needs of individual countries, particularly the developing countries, for the implementation of the recommendations and encourage and foster cooperative assistance to those countries.

107. The further review, refinement and revision of the recommended definitions, classifications, methodologies and data collection and analysis system would be the primary responsibility of the World Tourism Organization, in close cooperation with other competent international and regional organizations, as well as industries and international industry associations and above all individual countries.

108. In particular, WTO will:

(a) Review the relationship between the recommended classifications and procedures and other contingent international systems and procedures (i.e., SNA, CPC, ISIC etc.);

(b) Obtain feedback from international, regional and national organizations on their implementation activities;

(c) Obtain information on countries' individual experiences and practices;

(d) Initiate a programme of occasional review and refinement of the existing procedures of international review and refinement of recommended classification systems, methodologies and data collection and analysis.

VIII. POINTS FOR DISCUSSION

109. The Commission may wish to:

(a) Consider recent developments and statistical requirements related to the growing role of tourism in the national economy that was stressed by the Ottawa Conference on Travel and Tourism Statistics held in 1991;

(b) Consider, in particular, the draft recommendations on concepts, definitions and classifications of tourism statistics contained in sections II, III and IV above and adopt them with any necessary modifications;

(c) Consider the Standard International Classification of Tourism Activities (SICTA) contained in document PROVISIONAL ST/ESA/STAT/SER.M/83 and adopt it as a provisional classification;

(d) Comment on additional statistical requirements related to tourism supply activities, and on future methodological work and priorities in this area;

(e) Request that WTO and the United Nations publish the above recommendations on tourism statistics and SICTA as modified by the Commission, and circulate these publications widely to Governments, private organizations and others;

(f) Request that WTO, the Statistical Division of the United Nations Secretariat and other interested organizations prepare technical manuals and undertake technical cooperation activities including training workshops and seminars, to assist countries in effective implementation of the above recommendations on tourism statistics.

Notes

1/ Official Records of the Economic and Social Council, Sixty-second Session, Supplement No. 2 (E/5910), para. 74.

2/ Provisional Guidelines on Statistics of International Tourism, Statistical Papers, Series M, No. 62 (United Nations publication, Sales No. E.78.XVII.6).

3/ For details, see "Resolutions of the International Conference on Travel and Tourism Statistics" (WTO, 1991).

4/ Official Records of the Economic and Social Council, 1991, Supplement No. 5 and corrigendum (E/1991/25 and Corr.1), para. 226 (c).

5/ Statistical Papers, Series M, No. 67 (United Nations publication, Sales No. E.80.XVII.8).

Annex

Draft standard classification of tourism accommodation

Major groups		Minor groups		Unit groups	
1.	COLLECTIVE TOURISM ESTABLISHMENTS	1.1.	HOTELS AND SIMILAR ESTABLISHMENTS	1.1.1.	Hotels
				1.1.2.	Similar establishments
		1.2.	SPECIALIZED ESTABLISHMENTS	1.2.1.	Health establishments
				1.2.2.	Work and holiday camps
				1.2.3.	Public means of transport
				1.2.4.	Conference centres
		1.3.	OTHER COLLECTIVE ESTABLISHMENTS	1.3.1.	Holiday dwellings
				1.3.2.	Tourist campsites
				1.3.3.	Other collective establishments
2.	PRIVATE TOURISM ACCOMMODATION	2.1.	PRIVATE TOURISM ACCOMMODATION	2.1.1.	Owned dwellings
				2.1.2.	Rented rooms in family homes
				2.1.3.	Dwellings rented from private individuals or professional agencies
				2.1.4.	Accommodation provided without charge by relatives or friends
				2.1.5.	Other private accommodation

1. COLLECTIVE TOURISM ESTABLISHMENTS

1.1. HOTELS AND SIMILAR ESTABLISHMENTS

1.1.1. Hotels

This unit group comprises hotels, apartment-hotels, motels, roadside inns, beach hotels, residential clubs and similar establishments providing hotel services including more than daily bed-making and cleaning of the room and sanitary facilities.

1.1.2. Similar establishments

This unit group comprises rooming and boarding houses, tourist residence and similar accommodation arranged in rooms and providing limited hotel services including daily bed-making and cleaning of the room and sanitary facilities.

1.2. SPECIALIZED ESTABLISHMENTS

This minor group consists of establishments that, besides providing accommodation, have another specialized function. They include health establishments, work and holiday camps and accommodation in collective means of transport, which are described below.

1.2.1. Health establishments

This unit group comprises health treatment and health care establishments providing accommodation, such as spas, thermal resorts, sanatoria, mountain sanatoria, convalescent homes, homes for the elderly, health farms and other similar establishments.

1.2.2. Work and holiday camps

This unit group comprises camps providing accommodation for holiday activities, such as agricultural, archaeological and ecological work camps, holiday camps and villages, scout camps, mountain shelters, cabins and other similar establishments.

1.2.3. Public means of transport

This unit group consists of the accommodation, with sleeping facilities, associated with collective public transport and inseparable from it as to expenditure; it mainly concerns trains, ships and boats.

1.2.4. Conference centre

This unit group includes establishments offering accommodation and specialized facilities for congresses, conference courses, vocational training, meditation and religion or young people's colleges. The sleeping accommodation is generally only available to the participants of the specialized activities organized in or by the establishment.

1.3. OTHER COLLECTIVE ESTABLISHMENTS

This minor group consists of establishments arranged as holiday dwellings, tourist campsites and social tourism accommodation.

1.3.1. Holiday dwellings

This unit group includes collective facilities under common management, such as clusters of houses or bungalows arranged as dwelling-type accommodation, and providing limited hotel services (not including daily bed-making and cleaning).

1.3.2. Tourist campsites

This unit group consists of collective facilities in enclosed areas for tents, caravans, trailers and vehicle homes as well as boating harbours. All come under common management and provide some tourist services (shop, information, recreational activities).

1.3.3. Other collective establishments

This unit group comprises youth hostels, tourist dormitories, group accommodation, holiday homes for the elderly, holiday accommodation for employees and workers' hotels, halls of residence for students and school dormitories, and other similar facilities that come under common management, have a social interest and are often subsidized.

2. PRIVATE TOURISM ACCOMMODATION

2.1. Private tourism accommodation

2.1.1. Owned dwelling

This unit group comprises second homes - apartments, villas, houses, chalets etc. - used during the tourist trip by visitors that are members of the owned household. This group also includes dwellings incorporated in a time-sharing contract.

2.1.2. Rented rooms in family homes

The accommodation covered by this unit group differs from the boarding house in that the tourist stays with the family that usually lives in the home and pays a rent.

2.1.3. Dwellings rented from private individuals or professional agencies

This unit group comprises apartments, villas, houses, chalets and other dwellings rented or leased as completed units between households, on a temporary basis, as tourist accommodation.

2.1.4. Accommodation provided without charge by relatives or friends

The accommodation of this unit concerns tourists allowed by relatives or friends to use all or part of their home free of charge.

2.1.5. Other private accommodation

This unit group, which does not fit entirely into the major group of private tourist accommodation, includes other types of accommodation such as vessels at unofficial moorings.